



Myopia Action Month Returns this September, Uniting Eye Care Professionals Worldwide

Global Initiative Encourages Advances Myopia Management as the Standard of Care

BRISBANE (August 27, 2024) Myopia Profile has announced the return of Myopia Action Month this September (MyopiaAction.com). The initiative unites eye care professionals (ECPs) globally to address the rising prevalence of childhood myopia by taking decisive action against the epidemic. The program, enhanced based on inaugural year feedback, features four weeks of free online seminars, expert-led lectures, and educational resources, all focused on advancing myopia management as the standard of care.

“Myopia Action Month was a tremendous success in 2023, and we’re even more excited for year two with the introduction of considerable new content,” said Dr. Kate Gifford, co-founder of Myopia Profile. “The latest offerings provide essential tools and resources that empower ECPs to take meaningful action in protecting the long-term eye health of children.”

Throughout September, evidence-based educational materials, practice tools, and online resources will be available to ECPs, ensuring that learning is both relevant and directly applicable to clinical practice. New programming and highlights include:

- **Online Seminar Series:** Available on-demand from September 9, two learning streams cater to ECPs at different stages of their myopia management journey. The Foundations Seminar provides insights into research, efficacy, and defining success, while the Advanced Seminar for more experienced ECPs explores new technologies and strategies to enhance practice.
- **‘Made Simple’ Course Bundle:** Myopia Profile’s new suite of [‘Made Simple’ Foundation Courses](#) will be offered at special bundle pricing throughout September, providing comprehensive learning at a significant discount compared to purchasing individual courses.
- **Practice Resource and Team Training:** The world-first Myopia Management for the Practice Team certification course empowers practice managers, optical assistants, dispensers and trainees to answer parent questions and upskill, with a microlearning format designed to

suit busy days. The new My Kids Vision survey practice tool and training opportunities can be accessed through [Myopia Practice Accounts](#).

The global initiative aligns with the World Council of Optometry's advocacy for myopia patient care and is fully supported by Myopia Profile's visionary sponsors including CooperVision, EssilorLuxottica, HOYA, OCULUS, Johnson & Johnson Vision, Menicon, Ocumetra, Alcon, Topcon Healthcare Europe, SightGlass Vision, Inc., and Visioneering Technologies, Inc.

For more information on Myopia Action Month, including how to access the Online Seminar Series, visit www.myopiaaction.com.





ONLINE SEMINAR SERIES
Let's take action to slow down myopia.

Foundations Stream
This 90-minute seminar will feature four 15-minute lectures developed by the Myopia Profile team, accompanied by illuminating product briefs from our sponsors.

- Understanding the Research**
Speaker: Ailsa Lane, Myopia Profile
- Exploring Myopia Control Efficacy**
Speaker: Dr. Kate Gifford, Myopia Profile
- Progression and Success in Myopia Management**
Speaker: Jeanne Saw, Myopia Profile
- Using Resources to Enhance Your Practice**
Speaker: Dr. Kate Gifford, Myopia Profile

Watch on-demand after the release date **Monday September 9th**

Championed by 



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- Ocular Diseases in Myopia**
Speaker: Brian Peng, Myopia Profile
- Newest Technologies in Myopia Control**
Speaker: Dr. Kate Gifford, Myopia Profile
- Ortho-k Customization: The Evidence**
Speaker: Dr. Paul Gifford, Myopia Profile
- Enhancing Your Practice with Myopia Management**
Speaker: Dr. Kate Gifford, Myopia Profile

Watch on-demand after the release date **Monday September 9th**

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Myopia Action Month's Online Seminar Series, available on-demand starting Monday, September 9, 2024

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About Myopia Profile

From humble beginnings as a two-page PDF download, [Myopia Profile](#) has grown into a company fostering a thriving, engaged community of eye health professionals around the world, with millions of engagements across web and social media platforms. It is the largest and most popular multi-channel professional educational resource dedicated to childhood myopia management and public awareness. Join the discussion on [Facebook](#), [LinkedIn](#), [YouTube](#), and [Instagram](#).

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